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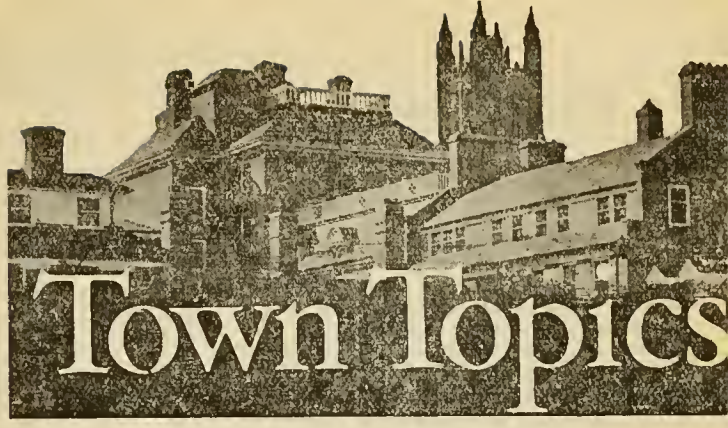

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Town Topics' Shopping Guide, 1947

It's New to Us

Christmas Shopping Guide—Part I. Our recent town-covering efforts as a shopper, comparison and otherwise, are summed up in the following suggestions, broken down into general classifications, which we hope will be of help:

THINGS TO WEAR—FEMALE. Lingerie-Most luxuriously beautiful are the pure silk handmade Yolande matching slips and nightgowns ($24) at Bert-Ann's. Good buys in the handmade class at The Clothes Line: nighties, slips and panties, matching or separate, tailored, satin-appliqued or lacy, for $12.95, $8.95 and $5.95 respectively. Behind these, but not too far, come the rayon slips, attractively lace-trimmed, for $5.95. Elise Goupil has a sweet tailored slip in peach, unusual with its blue piping, for only $3.75. She also has a particularly appealing set—chiffon negligee with a Peter Pan collar, front panel and wide waistband of the same lace that graces the low neck of the satin gown. In white, pink and blue for $29.95. Also at Goupil's are housecoats in velvet, wool, flannel and quilted rayon. Our favorite: a wool with a Chinesey top, fastened over with large gold buttons, also found on the belt. Back to Bert-Ann's for Barbizon slips, least in price, but nice in simplicity, fit and material. Four styles, $2.50 to $3.50.

Garland (Hewin's) sweaters are now carried at The Clothes Line. We've always liked their soft Shetlands and nubbly, boucle-type best of the imported-

(*Continued on page three*)

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IT'S NEW TO US

(*Continued from page two*)

wool, domestic-made brands. Comfortably priced at $8.95. Ski jackets, especially a red or beige snowcloth parka with fur-trimmed hood, are good at Mayme Mead. Better still are the gift certificates available there for any amount. They can get you out of a spot and give the recipient great pleasure. Hulit's has non-shrinkable, all-wool, nicely-lengthed anklets with tightly-ribbed tops. Seven colors, $1. Here, too, are the best stadium boots we've seen—bottoms are rubber; sides, a rubberized suede; tops, fur-trimmed; insides, sheep-lined. $12.95, but worth it.

THINGS TO WEAR—MALE. Sweaters are particularly varied at MacDaid's, with both domestic and imported Shetland from $8.50 to $15. Lovely cashmeres are $25 here—the best price we found. Langrock has a white Jaeger cable-stitch, extremely good-looking (as it should be) for $18.50. A 70% wool, 30% fur type, available in seven colors at Saks, has a cashmere feel and look, which make it a smart buy at $12.50.

Socks include wide-ribbed, brushed wool (imported Shetland) in various colors for $2 at Brophy's; imported English argyles at MacDaid's for $3.75; Cashmeres for $5 at Saks and MacDaid's. Pete's Sport Shop has a pre-war type, with cushioned heel and toe added, 100% wool skating and skiing socks for $2.

(*Continued on page five*)

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NASSAU APPLIANCE COMPANY

P. S.

A Merry Christmas to All.

IT'S NEW TO US

(Continued from page three)

Ties, as follows: MacDaid's for the best selection of silk crochets (first in three years) and Red stripes; Langrock's for gabardines and a variety of weaves and colors in solid wools; Saks for inexpensive, pure silk Paisley-type prints, that hold shape beautifully.

Inexpensive **pajamas** are best at Harry Ballot's, Harwood striped cottons at $3.95. A nice broadcloth, white with colored piping, is $6.95 at MacDaid's, while the best we saw (they ought to be for $8.50) are plain, high-quality broadcloths in very good colors at Saks. "Fuzzy-wuzzy" **slippers** are $4.50 at Brophy's. Wonderfully soft, smooth and pliable belts are completely handmade of brown or black cowhide or pigskin at Luttman's for $5. We haven't found a belt to compare with them.

A washable gabardine sports shirt with a black gusset for golfing is $7.80 at Langrock's; an unusually soft, nonscratchy light wool one in a Tattersall check is $10.50 at Saks. Jaeger cashmere scarves are $5 at Langrock's; Saks has a handsome rayon-that-looks-like-silk, fringed print for $3.50. Beautifully soft llama gloves at MacDaid's have leather driving patches; here, too, are top capeskin, fur-lined for $8.50.

"Important" presents: a greatcoat at Langrock's with a Fiberglas lining supposed to have the warmth of nine thicknesses of wool; unbeatable Botany topcoats at Harry Ballot's.

FEMININE FRILLS. Cosmetic gift packages are plentiful. Elizabeth Arden, done up in Santas, silver stockings, shiny bells and other imaginative exteriors, is at Wilcox's. Henry Rosenfeld's lipsticks (very smooth in a particularly dashing plastic and gold case) and cologne are at The Clothes Line. Thorne's has almost everything else, with a gift box of three miniature perfumes by Schiaparelli and Rubenstein's newly-imported-form-Paris "Command Performance" scent in perfume, cologne and powder, sets or separate, the most outstanding.

Completely bewitching are the "square inch" cobra compacts (there are pill

(Continued on page six)

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IT'S NEW TO US

(*Continued from page five*)

boxes, too) in red, green, brown, blue or black at Luttman's, and perfect for carrying in pockets or evening bags. These are $3, while large ones are $5.50 with a matching metal-lined cigarette case for $7.50. Alligator and ostrich compacts are $8, hand-etched dog or horse head on leather, $9. Thorne's has an amazing line of metals, gold and silver, plain, figured, jewelled or engraved, from $2.50.

LaVake's is best for un-ornate gold-filled costume jewelry, from delicate to massive. Pins and bracelets are specially good, so are the prices, which start at $9. Gold and silver comb or barrette sets, large and small, crescent-shaped or ball-topped, are there too. The Silver Shop has charming hand-made Danish-type silver matching sets of necklaces, earrings, pins, bracelets, with an imported look but at domestic prices.

Silver and gold non-tarnishable braided belts at Leigh's have a costume-making ability for only $1 to $4.50. Pure silk Paisley and other scarves are a real buy there at $1.98, small, $2.98, large. Jaeger bags at The Clothes Line are wonderful with massive gold insignia on red, luggage, or black leather. So are the Jaeger belts.

HOBBIES AND INTERESTS. Along the radio line: an appealing miniature portable is the Garod "Starlet," with an imitation alligator and suede exterior and a surprisingly powerful interior

(*Continued on page seven*)

CHRISTMAS TREES

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IT'S NEW TO US

(*Continued from page six*)

which works on flashlight batteries, is about $32.50 at Nassau Appliance and The Music Shop. The former also has a radio-victrola combination with automatic changer, which has an easily removable radio for times when you don't want to take the victrola with you. A handy idea. Nassau Appliance likewise has a new DuMont table model television set.

New record albums at Zavelle's include Duchin and Tschaikowsky, recently-released Ink Spot renditions, Hoagy Carmichael's "The Stardust Road," Marion Anderson and the San Francisco Symphony in Brahms' Alto Rhapsody, and the Budapest Quartet in Mozart's Quintet in D major. The Music Shop has a red imitation alligator portable record carrier, which should be very usable.

"The Fireside Book of Folk Songs" is one of the best book finds we have hit for only $3.95. Ballads, sea shanties, hymns, cowboy songs are among the 147 numbers included, with words, simple piano accompaniments and 500 bewitching colored illustrations. "I Remember Distinctly" and "The American

(*Continued on page eight*)

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IT'S NEW TO US

(Continued from page seven)

Past" combine entertainment and historical education with many pictures of all sorts. The former goes from 1918 to Pearl Harbor; the latter from Concord to Hiroshima. Both are fascinating. Unique and interesting, "The Combined Gospels" is a composite of the four Gospels, completely and chronologically arranged in the King James wording. Available for $3 at Zavelle's, as are all the books mentioned.

For sporting gifts, The Wine and Game Shop has a "revolutionary" new fishing reel, which can't backlash. Interlash. Interested fishermen had better investigate for themselves—we're not informed along those lines. Pete's Sport Shop has a complete line of rods, reels and flies, including Montague, Ocean City, Horrocks—Ibbotson and "Pilot Prince." Also there are Wilson's matched golf clubs, of various famous-name types, and ping-pong sets.

Christmas Cards: "Gallery Artists" cards, large, more-than-adequately reproduced works of Picasso (a sweet mother and child, believe it or not), Van Gogh, Degas, Dali, Rousseau and Gauguin are out-of-the-ordinary selections at The Princeton Stationery (formerly Greenberg's), for 25 cents. For the more usual, but utterly adorable, children, animals and angels highlighted in gold, Zavelle's has our first choice in a box of 29 for $1. The greetings are refreshingly simple and attractively lettered.

Out of space (again!)—will carry on in Friday's issue.

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